

**Minutes
Committee on Academic Affairs and Licensing
December 6, 2012**

Members Present

Dr. Bettie Rose Horne, Chair
Ms. Natasha Hanna
Admiral Charles Munns
Mr. Rodney Smolla

Members Absent

Ms. Leah Moody
Mr. Kim Phillips

Staff Present

Dr. Argentini Anderson
Ms. Laura Belcher
Mr. Arik Bjorn
Ms. Renea Eshleman
Ms. Lane Goodwin
Dr. Paula Gregg
Ms. Trena Houpp
Mr. Clint Mullins
Ms. Tanya Rogers

Guests

Dr. Julie Blose, College of Charleston
Dr. Barbara Borg, College of Charleston
Dr. Debra C. Boyd, Winthrop University
Mr. Jordan Brenner, Ohio Technical College
Dr. Jim Charles, USC Upstate
Mr. Tim Drueke, Winthrop University
Dr. Kris Finnigan, USC Columbia
Dr. Lynne Ford, College of Charleston
Dr. Ron Fulbright, USC Upstate
Dr. Charles Harrington, USC Upstate

Dr. Tina Herzberg, USC Upstate
Dr. Lucas B. Karlin, South University
Ms. Beth McInnis, Clemson University
Dr. Tara McNealy, The Citadel
Dr. James Newhard, College of Charleston
Dr. Dirk Schlingmann, USC Upstate
Dr. Darlene Shaw, MUSC
Mr. Greg Shields, South University

Dr. Horne called the meeting to order at 1:10 p.m. and stated that the meeting was being held in compliance with the Freedom of Information Act.

1. Consideration of Minutes of September 6, 2012

Dr. Horne requested a motion to accept the Minutes of the September 6, 2012, meeting as distributed. The motion was **moved** (Smolla) and **seconded** (Hanna), and the Committee **voted unanimously to accept the Minutes as distributed.**

2. Consideration of New Program Proposals

a. College of Charleston, B.A., Archeology

Dr. Horne introduced the item and recognized Dr. Ford. It was **moved** (Munns) and **seconded** (Hanna) to accept the staff's recommendation for approval. Dr. Ford introduced Dr. Newhand who explained the need for the program as one to provide a structured mechanism for training archaeologists who are specialized in classic anthropology. He stated that the program will provide students with the methodological and theoretical skills sets to work with archaeological data.

Admiral Munns asked about the timing between ACAP's approval of the program planning summary and the submission of the full proposal. Dr. Ford answered that the delay was caused partially by a change in the process of academic affairs at the College and by the selection of a new Provost at the College. She assured the Committee that the delay was not caused by the processes at the Commission.

Dr. Horne explained that the Governor is interested in workforce development and therefore the Committee will continue to ask institutions how new proposed programs will contribute to that development. Dr. Newhand mentioned the strong tourism industry of South Carolina. He continued that cultural history and cultural resource management are critical in the tourism industry. He informed the Committee that archaeologists are the best people to manage, assess, and comment on the vast historical resources of the state. He stated that job prospects include positions in local and state government, museums, and institutions of higher education.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission the program leading to a Bachelor of Arts degree in Archaeology at the College of Charleston, to be implemented in Fall 2013, provided that no "unique cost" or other special state funding be required or requested.

b. College of Charleston, B.S./A.B., Marketing

Dr. Horne introduced the item and recognized Dr. Ford. It was **moved** (Hanna) and **seconded** (Munns) to accept the staff's recommendation for approval. Dr. Ford introduced Dr. Blose, Chair of the Marketing Department at the College. Dr. Blose explained to the Committee that the College currently has a marketing concentration under a business administration degree. However, she stated that the concentration designation is confusing to potential employers. She stated that as a result, the College proposes to change the name of the degree program and make the marketing concentration its main focus.

Admiral Munns asked about the length of time between the approved Program Planning Summary and the consideration of the full program proposal. Dr. Blose answered that the delay was a result of the College's academic affairs process being revised and strategic changes in the Business School to offer majors in key functional areas. She continued that the Dean of the Business School decided to move forward with a new finance degree before moving forward with the marketing degree.

Admiral Munns asked about the business case for the degree. He specifically inquired about high costs. Dr. Ford stated that the College struggles with accurately reflecting the costs using the chart template provided by CHE. She answered specifically that the creation and implementation of this program will not add to tuition increases.

Admiral Munns expressed concern about the degree program accepting a “D” or better in core coursework while also requiring proficiency in oral and written communications. He specifically stated that a potential employer who views a “D” in core courses on a graduate’s transcript might be dissuaded from considering hiring the graduate. Dr. Blose responded by stating that the table presented in the proposal reflected institutional requirements, not specific degree requirements. She stated that the rubric used by Business School faculty was submitted in response to Admiral Munns’ question and shows a stronger rigor. She explained that the faculty expect 80% of the program’s students to meet or exceed these strong requirements.

Dr. Horne asked whether the Business School worked with employers in planning this degree. Dr. Blose answered that the School does not have a formal system in place, but that the School stays in touch with graduates to receive feedback about the skills gained. She stated that the program will encourage students to obtain workplace training through internships. Dr. Blose also informed the Committee that the Business School has an involved Board of Governors which provides a great network with local businesses. Dr. Blose then explained that graduates of this program will be very employable. She stated that many available entry-level job positions in the business area involve data entry, marketing research, advertising, and social media marketing.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission the program leading to a Bachelor of Science degree and Artium Baccalaureatus degree in Marketing at the College of Charleston, to be implemented in Fall 2013, provided that no “unique cost” or other special state funding be required or requested.

c. University of South Carolina Upstate, M.A., Teaching, Visual Impairment Education

Dr. Horne introduced the item and recognized Dr. Harrington. It was **moved** (Munns) and **seconded** (Hanna) to accept the staff’s recommendation for approval. Dr. Harrington introduced Dean Charles and Dr. Herzberg. Dr. Herzberg explained that the University currently has a Master of Education in Visual Impairment program for certified teachers, but wants to provide teaching and credentials to non-teachers who wish to enter the teaching field. She stated that the University has received requests from many individuals working with visually impaired students, in the field of social work for example, who would like the opportunity to teach the students as well. She informed the Committee that most teachers of the visually impaired enter that career later in life and therefore have shorter careers, which prompts the field to train more teachers.

Admiral Munns asked about the length of time between the approved Program Planning Summary and the consideration of the full program proposal. Dr. Herzberg answered that the delay occurred internally in part because the University undertook an assessment of all graduate programs.

Dr. Horne expressed concern about the amount of material which will be covered in just two years' time. Dr. Herzberg responded that it is possible for students to obtain their degree in two years, but they have the option to take more time and many students do. She confirmed that the degree is content heavy due to the fact that the program must educate students in the skills and theories of teaching as well as in the skills particular to the visually impaired such as learning Braille. Then, Admiral Munns asked whether students need to be proficient in reading Braille. Dr. Herzberg answered that the students must learn to read Braille by sight.

Dr. Horne asked whether the program will be able to sustain students each year who are able to graduate and find job positions given the relatively limited group served. Dr. Herzberg answered that the program will be able to sustain students because teachers continually retire and the program is needed to replace teachers in the field.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission the program leading to the Master of Arts degree in Teaching in Special Education with a concentration in Visual Impairment Education at USC-Upstate, to be implemented in Fall 2013, provided that 1) no "unique cost" or other special state funding be required or requested; 2) the program be approved by the South Carolina Department Education prior to implementation; and 3) the program seek appropriate national recognition for special education/visual impairment by the Council for Exceptional Children (CEC).

d. University of South Carolina Upstate, M.S., Informatics

Dr. Horne introduced the item and recognized Dr. Harrington. It was **moved** (Munns) and **seconded** (Hanna) to accept the staff's recommendation for approval. Dr. Harrington introduced Dr. Fulbright and Dr. Schlingmann. Dr. Fulbright described the need for the program as an employer-driven one. He explained the need for graduate-level prepared professionals in the field across the state and specifically in the Upstate region. He reported that employers are hiring graduates from outside the state and that the graduates of the University's bachelor's program hit hiring ceilings in their positions because they do not have an advanced degree.

Ms. Hanna asked about the specific positions a graduate of this program could expect to obtain. Dr. Fulbright informed the Committee that informatics is the study of how one acquires, manages, manages, and uses information. He explained that a computer science degree focuses on the computer system, whereas an informatics degree focuses on the human-related systems. He stated that graduates will be able to find employment in human resources and information technology fields and in various departments of marketing, logistics, and warehousing.

Admiral Munns expressed his concern about the 15 new required courses to be created by September 2013. He explained that the University answered this question through email by responding that it is managing the creation well and that all of the courses do not have to be ready by that date.

Admiral Munns then asked why the University was asked to re-submit the program for approval. Dr. Fulbright explained that the program was initially proposed as two separate degree programs and the University re-submitted it after it was revised to present only one degree program.

Dr. Horne asked how many hours above 30 the program will require. Dr. Fulbright answered that the program might be longer than 30 hours depending on the courses incoming students might need to supplement their previous education and prepare them for this degree program. Dr. Horne then asked what would be the maximum number of credit hours above 30. Dr. Fulbright answered that the most a student would probably need would be three courses or nine credit hours.

Dr. Horne asked whether the University participated in conversations with USC or Clemson. Dr. Fulbright answered that he met with the USC Columbia program director, but has not had a personal conversation with Clemson faculty. He stated that both programs were analyzed prior to submitting this program proposal.

Dr. Horne referred to a paper composed by IT-oLogy which assesses the needs of 40 potential employers of the program's graduates. Dr. Fulbright explained that the University approached IT-oLogy for input regarding companies which might need the skills the degree program provides. He stated that IT-oLogy offered to include the request for information in a survey it was building and therefore, responses from 40 companies was the result. Dr. Horne requested a copy of the study. Dr. Fulbright responded that he would send a copy to CHE staff.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission the program leading to the Master of Science degree with a major in Informatics with tracks in Health Information Management and Information Resource Management at the University of South Carolina Upstate to be implemented in Fall 2013, provided that no "unique cost" or other special state funding be required or requested.

e. Winthrop University, B.A., Individual Studies

Dr. Horne introduced the item and recognized Dr. Boyd. It was **moved** (Munns) and **seconded** (Hanna) to accept the staff's recommendation for approval. Dr. Boyd introduced Mr. Drueke. She then explained that she championed the program as the Dean of Arts and Sciences when it was first conceived. She informed the Committee that the University began planning this degree when recruitment feedback indicated that high-achieving students were interested in an individualized approach to their education. Dr. Boyd explained that the program allows flexibility for students to pursue both their career interests and broader educational interests. She stated that University conversations have centered on student entrepreneurship and shaping the program to reflect the University's goals. Dr. Boyd also informed the Committee that along with meeting the University's competencies, students in this degree program must complete an applied project whereby they solve a specific problem and complete their degree with a research project or an internship.

Admiral Munns reported to the Committee that he submitted several questions to the University and received responses. He expressed his concern over the employability of the program's graduates. Dr. Boyd answered that the University designed the program with concentrated studies which will aid the graduates in employability. She added that the University will advise students in communicating their degree to potential employers and for potential job positions. She also stated that the program will have an advisory faculty committee and that each student must have a 3.0 GPA to enter the program.

Admiral Munns asked how the faculty committee will know the student is employable through its analysis. Dr. Boyd answered that the committee will ask the student specifically about his or her career interests and how he or she believes this degree program would aid the beginning of that career. She reported that the committee would then help students align their studies with their future career plans.

Admiral Munns asked how the University will measure outcomes. Dr. Boyd responded that measuring outcomes of higher education is a big question and issue. She answered that Winthrop conducts an alumni survey to track graduates and relies on specific departments to track their own graduates. She explained that Winthrop wants information beyond an answer to the question, "Are you employed?" She stated that the University wants to know if the graduate is employed in his or her desired field and whether the graduate is underemployed. Dr. Boyd shared that this program plans to track graduates even more closely to determine their success in the working world.

Admiral Munns commented that there is a higher responsibility for this program in regards to measuring outcomes. Mr. Druke responded by stating that the program will be a small one and therefore able to track individual students through relationships with specific faculty members.

Dr. Horne asked what the advisor/student ratio will be. Dr. Boyd answered the ratio will be small. She reported that she anticipates students will be interested in a wide variety of topics and therefore advisors will be spread across different departments. She explained that the program will have a coordinator but that advisors will be housed in many different departments. Dr. Boyd said she envisions that faculty members will be eager to participate as advisors in this type of program.

Understanding and appreciating the program, Dr. Horne also expressed her concern in light of the general atmosphere of measuring programs' successes by jobs and economic development. Dr. Boyd stated that she understands the Committee's concerns, but at the same time she believes the program and its graduates will be successful in many different ways. She referred to the national conversation in higher education regarding the role liberal arts, the humanities, and the social sciences play.

President Smolla agreed with Dr. Boyd and expressed his concern that government might get in the way of institutions of higher education trying to sustain liberal arts degree programs similar to this one by demanding statistics and outcomes through accountability-based funding and approval. He referred to the biography of Steve Jobs and shared Mr. Jobs's thoughts on the future of innovation and creativity being the intersection of science and technology and the liberal arts. He expressed his concern that mechanical systems of accountability will narrow education in the country and not achieve its intended outcomes of economic development.

Dr. Boyd then stated that assessment is more about what you learn from what you do rather than simply showing what you do. She reiterated that at the instructional level, assessment is crucial because it is not what you teach but what a student learns.

Admiral Munns asked how the degree program will be reflected on a transcript and whether employers will understand the name of the degree as presented. Dr. Boyd responded

that University personnel have discussed how the degree will be presented on the transcript. She stated that there will be a need for additional information beyond the name of the degree.

Dr. Horne asked how the University defines high-achieving student. Dr. Boyd answered that each student will be analyzed individually to determine his or her ability to succeed in the program. She stated that she anticipates most of the program's students to be Winthrop's honors students.

Dr. Horne asked what type of exit strategy the University will have for this program. Dr. Boyd answered that most of the credits will be available to be used towards a major or minor.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission the program leading to the Bachelor of Arts degree in Individualized Studies at Winthrop University, to be implemented in August 2013, provided that no additional "unique cost" or other special state funding be required or requested.

**3. Consideration for Initial License to Recruit S.C. Residents
Ohio Technical College, Cleveland and PowerSport Institute, North Randall,
OH, A.A.S., Complete Automotive Technology, High Performance and
Racing, Diesel Equipment Technology, Auto-Diesel Technology, Collision
Repair & Refinishing with Custom Paint & Graphics, Classic Car
Restoration, and PowerSport Technology**

Dr. Horne introduced the item and recognized Mr. Brenner. It was **moved** (Munns) and **seconded** (Smolla) to accept the staff's recommendation for approval. Mr. Brenner explained that Ohio Technical College is a private school in Cleveland, Ohio, which specializes in technical training. He stated that the College has 12-18 month programs in welding, automotive, diesel, autobody, classic car restoration, and motorcycle mechanics.

Admiral Munns asked Mr. Brenner what the College's request for recruitment involves. Mr. Brenner explained that the College has approximately 27 representatives who target high schools in 25 states currently. He stated that the College targets high school seniors in technical classes where a representative will give a presentation and if any student is interested further, the representative will inquire about an in-home visit. Mr. Brenner also mentioned that the College advertises in local papers and publications.

Admiral Munns asked about the College's default rate and specifically inquired about more recent years' data. Mr. Brenner responded that 2010 is the latest data available. Admiral Munns then commented on the high tuition rate of \$30,000 and asked about the average amount a student would pay with financial aid. Mr. Brenner said he could not speculate about how the tuition is paid since each student comes from a different background.

Admiral Munns asked about the graduation rate of 53% for the auto-diesel technology degree. Mr. Brenner stated that there are not particular reasons why this rate is lower than other degrees. He mentioned that many students are adults and might choose to concentrate on an employment position rather than finish the degree. Admiral Munns asked whether the College helps students prepare for the relevant ASE certification exams. Mr. Brenner responded that a graduate who passes the certification exams is able to garner a higher wage. He also explained that the College's curriculum is ASE-certified and therefore aids students'

performance on exams. He shared that the College helps the students prepare for the certification exams by offering planning sessions and shop tutorials. Admiral Munns asked about the pass rate. Mr. Brenner answered that the pass rate is approximately 70-75%.

Dr. Horne asked for information regarding the doubling of the College's default rate and whether the College is taking steps to address the trend. Mr. Brenner answered that the College is taking steps including background checks and investigations and setting quality admission standards. He also reported to the Committee that the College has a new director of financial aid and plans to hire more financial aid advisors.

Dr. Horne asked about the average age of a student. Mr. Brenner responded that the average age is 18 and that the College has 1,100 students. Dr. Horne asked whether the classes had to be taken in Ohio. Mr. Brenner answered affirmatively. Dr. Horne asked whether the College offers a support network for the students and for more information about food and housing. Mr. Brenner explained that the representatives present the guidelines during the in-house presentations which include expectations for housing, transportation, and start-up money. He reported that the College partners with apartment complexes in the local area that can be rented by students at a reasonable cost and that the College conducts a housing survey for students looking for roommates.

Dr. Horne asked Mr. Brenner to compare the College to public technical colleges. Mr. Brenner described the College as having more focused and detailed offerings in the field of mechanics. He also stated that the College has a strong history, an active advisory board, and offers students the opportunity to be certified to earn a higher salary.

Without further discussion, the Committee **voted to commend favorably** to the Commission the initial licensure for five years to Ohio Technical College and PowerSport Institute to recruit South Carolina residents into programs leading to the A.A.S. degree in Complete Automotive Technology, High Performance and Racing, Diesel Equipment Technology, Auto-Diesel Technology, Collision Repair & Refinishing with Custom Paint & Graphics, Classic Car Restoration, and PowerSport Technology.

4. Presentation of Report on Program Modifications, August to November 2012

Dr. Horne presented the report as information only.

5. Other Business

Dr. Horne thanked those in attendance for their participation and staff for their work. Hearing no further business, she adjourned the meeting at 2:35 p.m.